

Message Text

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PAGE 01 BERLIN 05509 140953Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----140953Z 021312 /20

P R 140920Z MAR 77
FM AMEMBASSY BERLIN
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4301
AMEMBASSY VIENNA
USIA WASHDC

UNCLAS BERLIN 5509

USDOC FOR BEWT, VIENNA FOR TRADE SUPPORT OFFICE

E O 11652: NA
TAGS: BEXP EEWT GE US
SUBJ: US EXHIBIT: "INDUSTRIAL INSTRUMENTATION" LEIPZIG OPENING

1. US EXHIBIT OPENED AS SCHEDULED ON MARCH 13.
EXHIBITORS NUMBER 27 IN 21 BOOTHS, SHOWING A WIDE RANGE
OF INDUSTRIAL INSTRUMENTATION WHICH WAS QUITE IMPRESSIVE
IN THE TECHNOLOGY REPRESENTED. UNION CARBIDE,
SYNTEX, NEW BRUNSWICK, PHYSICAL ELECTRONICS, AND ROSS
OPERATING PRESENTED LARGE PIECES OF EQUIPMENT.

2. FREIGHT HANDLING OPERATED SMOOTHLY. SOME
EXHIBITORS ARRIVED A LITTLE LATE BUT MANAGED TO BE ON
BOARD FOR THE OPENING. LACK OF APPROVAL BY USDOC OEA
FOR CONTROL DATA TECHNOTE EQUIPMENT LEFT HOLE IN
FIRM'S BOOTH. FIRM SHOWED SMALL INSTRUMENTS. IN
MARKETING PROGRAM COUNTRIES INDICATED HIGH INTEREST
IN INDUSTRIAL INSTRUMENTATION PROGRAM.

3. U.S. EXHIBITORS VISITED CARL ZEISS EXHIBIT AND
CARL ZEISS DELEGATION RETURNED VISIT. CHAMBER OF
FOREIGN TRADE DELEGATION VISITED EXHIBITION. VISIT
UNCLASSIFIED

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PAGE 02 BERLIN 05509 140953Z

FROM MINISTRY OF SCIENCE AND TECHNOLOGY EXPECTED LATER,
AS WELL AS OTHER DELEGATIONS.

4. CONSIDERABLE TIME SPENT WITH CUSTOMS REGARDING
APPROVAL OF EXHIBITOR'S LITERATURE. MAIN PROBLEMS
WERE CATALOGS CONTAINING RESPONSE CARDS AND
PRICE LISTS - DIRECTING INQUIRES TO EXHIBITORS.

APPROVAL FOR THESE WAS OBTAINED AFTER CONSIDERABLE PAPER WORK.

5. EXHIBITORS BRIEFING ON MARCH 12 WENT OFF WELL. 20 EXHIBITORS ATTENDED AND BRIEFINGS WERE PROVIDED BY VONTILLIUS DUSEX, TERLIZZI DBR/DO AND ALAN PARKER AMEMBASSY BERLIN.

6. AFTER EXHIBIT PHYSICAL ELECTRONICS EQUIPMENT WILL BE SHIPPED TO MOSCOW, NEW BRUNSWICK EQUIPMENT TO POZNAN AND GENERAL ELECTRIC EQUIPMENT TO HANOVER AND POZNAN. DANZAS FREIGHT HANDLING FACILITIES WORKING OUT WELL.

7. EXHIBIT CONSTRUCTION WENT ALONG WELL AND LOOKED GOOD ON OPENING DAY. INTERPRETERS SELECTED FUNCTIONED WELL AND EXHIBITORS APPEARED PLEASED WITH THEM.

8. THREE COMPANIES APPLIED FOR GOLD MEDALS - PHYSICAL ELECTRONICS, ORION, ROSS OPERATING VALVES. DDR TELEVISION PHOTOGRAPHED SEVERAL STANDS AND CONDUCTED INTERVIEWS. ROSS OPERATING VALVE CO. GAVE SHORT TECHNICAL LECTURE ON ITS EQUIPMENT.

9. OVER 20,000 PEOPLE TOURED THROUGH THE EXHIBIT ON OPENING DAY (SUNDAY), AND MANY EXHIBITORS CONDUCTED DETAILED DISCUSSIONS WITH ENTERPRISE REPRESENTATIVES FROM MANY EASTERN COUNTRIES. BUSINESS RELATIONS OFFICE MADE SEVERAL APPOINTMENTS FOR UNCLASSIFIED

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PAGE 03 BERLIN 05509 140953Z

EXHIBITORS ON OPENING DAY, AND WILL CONTINUE TO DO THIS DURING THE WEEK. POLANSKY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INDUSTRIAL PRODUCTION, EXHIBITS, INSTRUMENTS, TRADE FAIRS
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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Disposition Remarks:
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Handling Restrictions: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
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Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3122656
Secure: OPEN
Status: NATIVE
Subject: US EXHIBIT: "INDUSTRIAL INSTRUMENTATION" LEIPZIG OPENING
TAGS: BEXP, EEWT, GC, US
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/9a8524b9-c288-dd11-92da-001cc4696bcc
Review Markings:
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